



A TRUE FAMILY PAPER

The second of four advertisements descriptive of The Ladies' Home Journal

The Ladies' Home Journal is not a specialized publication.

It gives much space to woman's clothes because that is a large feminine interest. But it is not based upon the fashion appeal. It covers continually cooking, the new housekeeping, the care of children, money-making, building, gardening—all that has to do with the development of a home and the family life.

It is not solely a magazine of utility. It prints fiction from the best writers, beautiful reproductions of the work of leading artists, keen essays upon the events of the time. It has expert editors dealing with social life, music, literature, religion—all that makes for constructive entertainment and complete mental experience.

It is not exclusively a woman's magazine.

It is a family publication, adaptable to all the members of the household. In it the children find stories, games, cut-outs, prize features. The girl finds her youthful social problems discussed as fully and sympathetically as are the help-question and the woman's club interests of the mature matron.

An astonishingly large number of men read the Journal.

Fully 50% of the inquiries about house-building—50,500 in the last six months—come from men. They say, "I saw your designs in my wife's Journal."

In a single issue recently there were articles of interest to men by Theodore Roosevelt on reading, by Cardinal Gibbons and John Burroughs on old age and work, by William Jennings Bryan on "Why I Lecture," and by "Billy" Sunday on his methods of preaching.

Here are some actual letters from men readers:

"Our home things were bought through you, and without a single unpleasant experience or regret. All told, we must have sent orders to twenty-five or thirty firms. That was five years ago. I never read a copy of your magazine before that time. For the last three years I have read every copy."

"I was figuring it out with my wife and we found that during the past year we had ordered and bought over five hundred dollars' worth of household contrivances and clothes through your advertisements. And in not a single instance were we disappointed. The goods bought were always up to the advertisements."

"I wish you could induce the makers of men's clothing to put their advertisements in your magazine. Do the makers of men's clothes realize the very important influence which women have in the selection of their husbands' clothes? No, I'm not a woman; I'm a man, as you will see from my signature and this letterhead. My wife has absolute faith in your magazine—swears by it and buys everything she can through it. I used to laugh at her about it, and then I began to read you, and now I have the same faith that she has."

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And this letter may have been from either a woman or a man:

"Here is what you have done for one family: We found the plan of our home in your magazine. Then, through your prize offers, we earned over one-half the money to buy our lot. Then we decided on the furnishings of our home through your interior decoration hints, and, lastly, we bought two-thirds of all the furniture and fixings in our house through your advertisements. That is serving one family pretty thoroughly, don't you think?"

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The Journal is in the true sense a family paper. To the illiterate, the slovenly, the shiftless, the improvident, its purchase is not warranted. To the cliff-dweller of New York living in apartments de luxe, thinking in terms of tiaras, English lords and Monte Carlos, The Ladies' Home Journal is negligible.

It automatically excludes those who can't read, those who won't read, those who can't afford to read—and those who do not love a home. To amuse, instruct, comfort and inspire the woman whose constant thought is to make a real home for her husband and children, and to have a real interest for the husband and children, too—that is the mission and the accomplishment of The Ladies' Home Journal.

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Reaching such homes, and spreading its influence through and through the family, The Ladies' Home Journal represents a power to buy, and a predisposition to buy, which spell for the advertiser a rare opportunity.

Where else could you find such a selected list of 1,600,000 prosperous, high-grade American families, to whom you can appeal through a medium brought into the home by its chief purchasing agent—the woman—and passed on by her to every member of her family?

THE CURTIS PUBLISHING COMPANY, INDEPENDENCE SQUARE, PHILADELPHIA

The Ladies' Home Journal

The Saturday Evening Post

The Country Gentleman